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Porterville

CALIFORNIA



"The Ideal Home
Spot"



Porterville Chamber
of Commerce

Porterville Recorder Print

Irrigation

This is a question that has long been a source of litigation in California. Thirty years ago no one knew the real conditions—shot gun law was in force. It was no unusual sight to see men patrolling the river with shot guns over their shoulder and they were pretty good men to let alone. At this time the San Joaquin Valley and Tulare County were given over to some cattle and sheep, a few Mexicans and jack rabbits. Then the early settlers began looking for a fixed water supply, first by ditches from the rivers, then with wells along the foothills. As they got further out in the valley water was found from 20 to 30 feet below the surface. Eventually it was found that out in the valley there was a natural stone barrier holding all flood waters giving Tulare County a great underground perpetual supply of water. Then began the real development of our wonderful resources, cattle gave way to fruits and the entire valley was changed from a land of sage brush and mirages to a garden of Eden, the soft winds laden with the sweet aroma of the orange blossoms and wild flowers, and the song birds forever lifting up their voices to the morning sun where but a few short years ago the antelope and wild horses ranged in undisputed possession of the valley. Prosperous ranchers and happy homes are to be found as you ride over the paved highways through the orange groves with the snow capped mountains to the east standing like sentinels, as much as to say, "so far and no farther we will take the water from your snow."

BUT HERE IS SUMMER FOREVER

Peaches, Apricots, Figs Prunes

If you just plant a Peach and give it water you can't stop its growing. The fruit is so heavy that it is necessary to go over the trees at least twice during the fruit season picking

off the smaller fruit to keep the tree from being broken. The fruit is of a very fine quality, is easy to cultivate and brings good returns on the investment. Cling and Free Stone are the free growers and heavy producers and are either shipped to the market or to the cannery. California fruits are too well known all over the world to require any introduction.

Apricots are grown on the same kind of land as the Peach. The tree is a fast grower requiring about the same attention as the Peach, watering, pruning, and cultivating. It is no unusual sight to see trays spread over acres of ground drying the Apricot for the market.

Alfalfa, Poultry, Stock

Alfalfa lands can be bought for \$150 to \$200 per acre. The best land is the light sandy loam. First the land is all leveled off into basins 100 ft. wide to 200 ft. long, prepared at one end with ditches for water. After the seed is planted, irrigation follows, then it is water and more water until the first crop is grown. Four, five and six tons to the acre at \$25 to \$30 per ton. Some of our most successful ranchers prefer to grow and feed and drive it off instead of hauling.

POULTRY

Poultry is a good paying investment. Climatic conditions are favorable and with a small plot of ground all feed can be raised, such as Alfalfa, Maize, both the white and yellow. The only thing required is a small piece of land with plenty of water and the rest is up to you and you can do it. There is always a good market as we are so close to both San Francisco and Los Angeles.

STOCK

Cattle, Pigs, Sheep and Horses. For the past few years better and better stock has been the trend of the times. The old scrubby good enough kind has given away to the thoroughbred. Pastures in the low lands during the winter or wet months are the natural feeding grounds, then as the summer months come on and the grass begins to dry, there is always the Mountain ranges to go to away from the flies and heat of the valley. Prices are good in the VALLEY OF CONTENT.

Olives

The soil and climate at Porterville seems to be the natural home of the Olive. The trees attain a wonderful growth and are very productive in this one-of-the world's oldest known foods. In olden times the oil was and still is used as a bath for both the well and the sick. For cooking it is considered the healthiest and cleanest of all fats. It being one of nature's foods, the youngest child takes to it naturally. The picking of the Olive requires time and labor as each Olive has to be handled with great care. As the Olive is picked it is put into water, then into a heavy brine, and later into containers, heated and sealed. The entire process is one of cleanliness and sanitation.

Grapes

The Grape culture as carried on in California is in a very different way from the eastern grape industry. In the fall all vines are cut off within a few inches of the ground, leaving just a stump some six or eight inches above the ground. These stumps are about three feet apart and in the spring shoots or runners cover the entire field. When the fruit is ripe boxes are scattered for the pickers and gangs start the work of gathering the fruit. As the vines are turned up great bunches of grapes are found. First they are put into the box, then later are either put out on trays in the sun to dry for the Raisin or sent to the market just as you see them at the fruit stand.

Oranges

The first Oranges in California were planted and cultivated by the Mission Fathers in 1700. The variety was known as the seedling. This tree grew to be a fine healthy tree and the fruit was of a very tender, juicy, high flavored quality. Later what is now known as the Washington navel was introduced and was a success from the first. The California navel is well known all over the world and is much sought after. The best stock is procured by grafting cuttings of the navel stock to the root of Sour or Wild

Orange trees. The best land for the orange is the adobe or black loam. This land in the raw state sells for \$150 to \$200 per acre. The young tree begins to bear fruit the third and fourth year, and by the fifth year a very good crop can be expected. The Orange blooms during the first of May and during June irrigation is forced to the limit. In Sept. and Oct. there is a general slackening off of irrigation. By the first of November the fruit begins to color and by the middle of the month the harvest is on in earnest. This early picking gets the fruit in before there is much danger of frost. Tulare County fruit is thirty days ahead of that in other sections of the state, hence our slogan "The Home of the Early Orange."

Lemons and Grapefruit

The Lemon tree attains a height of 20 to 25 ft. and with its wide spreading branches makes a beautiful shade tree. It is no unusual sight to see this tree along the curbing used for the shade as well as for the fruit. The quality of fruit is unsurpassed by any fruit in the world. It is an ever bearing tree with both green and ripe fruit and blossoms at all times. Within a few minutes ride of Porterville one of the largest Lemon orchards in the world can be seen.

Grapefruit grows very similar to the Orange, in fact to the uninitiated this tree cannot be told from the Orange. When one speaks of the Grapefruit the mind always turns to a breakfast on a hot morning, for what is better to start the day than a delicious Grapefruit?

Oranges, Lemons and Grapefruit

The Orange, Lemon and Grapefruit are of the same family and can be grown in any one of three ways. Take a Lemon tree and graft on a cutting from your Orange tree, then if you are not content, just stick on a cutting from your Grapefruit. We of California are used to this sight so don't go out of our way to see it. California sunshine with the soil and irrigation not only can grow every kind of

fruit, but perfection is attained that can not be duplicated in any other part of the world. The San Joaquin Valley has untold opportunities—come and see.

WHAT WE SAY, WE HAVE!

Do You Know What Tulare County Produced During 1919?

Citrus fruits -----	\$ 6,857,000.00
Raisins -----	5,460,925.00
Shipping grapes -----	2,802,000.00
Cannery products -----	2,500,000.00
Prunes -----	1,215,000.00
Dairy products -----	3,250,000.00
Grain -----	2,500,000.00
Poultry and eggs -----	1,225,000.00
Cattle -----	1,717,500.00
Hogs -----	1,267,500.00
Sheep -----	296,000.00
Horses and mules -----	552,000.00
Dried peaches -----	750,000.00
Canning peaches (pool) -----	500,000.00
Shipping peaches -----	33,600.00
Shipping plums -----	484,000.00
Pomegranates -----	75,000.00
Miscellaneous fruits -----	10,000.00
Cotton -----	100,000.00
Hay -----	250,000.00
Honey -----	85,000.00
Olives -----	150,000.00
Magnesite -----	225,000.00
Unclassified -----	250,000.00
 Total -----	 \$32,555,525.00

Tulare County has 220 miles of paved roads and more under contract.

Tulare County has
the highest mountain
in the United States

MOUNT WHITNEY

Recapitulation

When you think of
FRESNO, you think of Raisins.
FOWLER, you think Raisins.
SELMA, you think Peaches and Raisins.
KINGSBURG, you think Peaches and Raisins.
VISALIA, you think Prunes and Fruit.
SANGER, you think Raisins.
DINUBA, you think Peaches.
REEDLEY, you think Peaches and Raisins.
EXETER, you think Oranges and Oranges.
LINDSAY, you think Oranges and Olives.
STRATHMORE, you think Lemons and Olives.
PORTERVILLE, YOU THINK OF LEMONS,
ORANGES. DECIDUOUS FRUIT AND
GRAPES.
TERRA BELLA, you think Oranges.
DUCOR, you think Cereals.
TULARE, you think of Fruits and Dairying.
BAKERSFIELD, you think Oil and Apricots.

When you think of any of these cities you are thinking of the great San Joaquin Valley 230 miles long, 90 miles wide with the Coast range of Mountains to the west and south, and the Sierras to the east with a gradual slope of the valley floor north to the bay of San Francisco. Splendid railroads and the most wonderful system of Highways in the world. From the Bay to the top of the mountain you are rolling over broad smooth, all the year around roads. Each turn of the road brings into view new and wonderful scenery.

See California with its old Missions, its vast valleys, and its abrupt Mountains, and its DAYS OF OLD AND ITS DAYS OF GOLD have not been forgotten.

Porterville---the Hub Center of the San Joaquin Valley

Come and see us—let us show you.

Porterville

The city of Porterville is situated on paved highways connecting with the State Highway system and is located near the center of Tulare County half way between Los Angeles and San Francisco. Elevation 462 feet, population, 5,500. All approaches to the city are paved so that autos do not have to run over stretches of unpaved roadways coming into the city. Porterville has four Grammar Schools and one High School. At the present time plans are being made for the biggest and best High School in the county. The assessed valuation of this school district is over \$7,000,000. Our churches compare favorably with our schools.

In a half hour's ride over beautifully paved roads you may see cotton, oranges, lemons, grapefruit, grapes, peaches, olives, prunes, and other kinds of fruits; melons, corn, wheat, barley and alfalfa.

The climate in the valley during the summer warm and dry; in the winter, or as we call it, "the wet season," our lawns are always green, flowers in bloom, and it is a pleasure to be out of doors at all hours of the day.

As for the railroads, we have both the Southern Pacific and Santa Fe. Each have beautiful depots built in the Mission style so attractive to the Easterner. Trains on the Southern Pacific line from San Francisco to Los Angeles stop at our city. The Santa Fe, running from Chicago to Los Angeles and San Francisco, is making Porterville one of the main line stations.

Our city water supply is taken from several fine wells, one of which is 510 feet deep. This water has been analyzed by the State Board of Health and pronounced o. k. A splendid system of sewerage has been built. Luxuriant shade trees and clean streets make this an ideal home city.